

The following listing of claims replaces all prior versions and listings of claims in the application. No amendments are presented; the listing is provided for convenience.

Listing of Claims

1. (Original) A method for advertising, comprising:

contracting with a first affiliate web site to embed a first link to an advertisement server within content of said first affiliate web site, wherein said first link is sent to a user node in response to a request for said content from said user node to said first affiliate web site;

receiving a first advertising request from said user node based upon said first link; and

selecting an advertisement, based upon stored information about said user node, to send to said user node in response to said first advertising request.

2. (Original) The method of claim 1, further comprising:

storing information associated with said first advertising request from said user node;

contracting with a second affiliate web site to embed a second link to an advertisement server within content of said second affiliate web site, wherein said second link is sent to said user node in response to a request for said content from said user node to said second affiliate web site;

receiving a second advertising request from said user node based upon said second link; and

selecting an advertisement, based upon said stored information associated with said first advertising request from said user node, to send to said user node in response to said second advertising request.